

Rep Order# 9820492 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/17/2012 1:58 PM  
Last Received: 09/17/2012 1:52 PM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

56978  
Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/18-09/24	5 P3	1	5	\$625.00	
	2	TU-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/18-09/24	5 P3	1	5	\$625.00	
	3	TU-F,M	5P-530P	NEWS	:30	\$350.00	09/18-09/24	5 P3	1	5	\$1,750.00	
	4	TU-F,M	6P-630P	NEWS	:30	\$900.00	09/18-09/24	5 P2	1	5	\$4,500.00	
	5	TU-F,M	730P-8P	ET	:30	\$850.00	09/18-09/24	5 P2	1	5	\$4,250.00	
	6	W	8P-9P	SURVIVOR	:30	\$3,000.00	09/19-09/19	1 P2	1	1	\$3,000.00	
	7	M	10P-11P	HAWAII 5.0	:30	\$3,000.00	09/24-09/24	1 P2	1	1	\$3,000.00	
	8	TU-M	11P-1135P	NEWS	:30	\$800.00	09/18-09/24	7 P3	1	7	\$5,600.00	
	9	SA	8A-9A	NEWS	:30	\$350.00	09/22-09/22	1 P2	1	1	\$350.00	
	10	SA	9A-10A	NEWS	:30	\$350.00	09/22-09/22	1 P2	1	1	\$350.00	
	11	SU	10A-1030A	NEWS	:30	\$450.00	09/23-09/23	1 P2	1	1	\$450.00	

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	12	SU	930A-10A	NEWS	:30	\$450.00	09/23-09/23	1 <i>P2</i>	1	1	\$450.00	

---REPORT TOTALS---

Report Totals: 38 / \$24,950.00

---SALES MONTHLY TOTALS---

Sep 12: 38 / \$24,950.00  
Sales Totals: 38 / \$24,950.00  
Station Totals: 38 / \$24,950.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$106,670	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	35%
		WKRC	23%	WLWT	26%	WSTR	0%	WXIX	14%		

Books null  
Demos RA35+



